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The Horse Show— And Wanamaker's

THE horse that wins the blue ribbon must have good manners—it is the crowning characteristic of the thoroughbred and his cousin the standard-bred. So must the store. Freedom without offishness.

You are a visitor at Wanamaker's—a guest. Take the picture gallery, the decorations, all the store's beauty, in lieu of a personal handshake.

This is largely a Christmas store now—the gift thought is prominent. It seems so much more sensible to get the holiday shopping over with, or at least to get one's plans well matured. Thanksgiving is just around the corner—the whole nation feels as though it could come off almost any day; there is so much to justify it this year. And then Christmas.

But this is an every-day store, and will be visited by all who come from other cities during the Horse Show Week. The blue ribbon of public favor is something to be proud of.

Dress Goods—What is a Novelty?

The poor old dictionaries are pushed to the wall. This is an age of circus posters and advertising—no, not advertising; better call it exploiting.

Read the papers—High Novelty Dress Fabrics, reduced to some little price. What does it mean? A fancy weave—maybe several years old. Is that what you have a right to expect? Not a bit of it. A novelty must be new; in a fabric, must have some charm of current style—the child of a whim—pretty, odd, interesting. Judge a store by its dress goods and the way it tells about them.

A friend overheard a lady say, "I wonder what they do at Wanamaker's with what they don't sell?" The piles of goods appalled her—it was a reasonable wonderment.

May we answer her and others? We sell everything we buy; if a novelty, while it is new enough to let us use the term with truth. At a loss? Yes, in many cases—or, rather, we count it one of the expenses necessary to a very good store.

The dress fabrics bought for October and November selling must be sold before the month leaves. That explains these new prices on some of our fine new goods—

At \$4.50 yd., reduced from \$5.50 Silk-and-wool velour, with colored velvet chiffon cubes and black crepe figures; 4 combinations.	At \$3.75 yd., reduced from \$4.50 Silk-and-wool velours, with velvet chiffon figures; 4 combinations.	At \$2.75 yd., reduced from \$3.50 Colored Venetian cloth, with black velvet chiffon figures; 5 combinations.
At \$4.50 yd., reduced from \$5.50 Silk-and-wool broadened velour, with velvet chiffon and silk bow-knot figures; 4 combinations.	At \$3.50 yd., reduced from \$4.50 Silk-and-wool Persian velours, with black velvet chiffon cubes; 3 combinations.	At \$2.50 yd., reduced from \$3.50 Wool-satin Venetian cloth, with silk figures; 4 combinations.
At \$4 yd., reduced from \$4.75 Rich colored broadened velour, with Persian velvet chiffon oblong dots; 5 combinations.	At \$3.50 yd., reduced from \$4.25 Crepion striped Venetians, beaded in colors and jet.	At \$2.50 yd., reduced from \$3.50 Silk-and-wool Persian colored broadened velours.
At \$4 yd., reduced from \$4.75 Silk-and-wool broadened velour, with velvet chiffon stripes; 4 combinations.	At \$3.25 yd., reduced from \$4 Silk-and-wool iridescent lizard cloth; 6 combinations.	At \$2.50 yd., reduced from \$3.50 Black velvet chiffon and satin striped colored Venetian cloths; 5 color combinations.
At \$3.75 yd., reduced from \$4.75 Crepion velours, with velvet chiffon stripes; 5 combinations.	At \$3 yd., reduced from \$4 Colored velvet grounds, with black velvet chiffon and satin cubes.	At \$2 yd., reduced from \$3 Silk-and-wool bedford cord crystalline chev- rons; 4 colorings.

Twenty-seven New Liberty Satins

Ever been in Liberty's silk store in London? A great place—don't miss it if you are there. He originates; he dominates; he selects, and his seal of approval is good. He made the soft satins of the Orient his own—those then called them "Liberty Satins." Beautiful and wonderfully usable—but all Indian and Japanese weaves have irregularities of weave. So he had "Liberty Satins" woven to suit himself—now, anybody can weave them, if they know how. Ours come from France—the new ones are just here. Liberty Satin is for every conceivable use of fancy work and dress and drapery. They do not crush, and they take coloring in a way that gives them depth—as looking into a lake or, maybe better, into a gem.

\$1 to \$1.50 a yard—just in time for Christmas fancy work.

Men's Overcoats—and Trousers

To be sure, wool is higher, but the advances must be viewed through magnifying glasses to justify some of the retail prices. A friend of ours says that Worsteds Trousers as good as these are not to be found elsewhere in New York under \$6. Our regular price is \$5. Made as carefully as most custom tailors make them. These at \$3 are nearest matched in other stores at \$10 and \$11. Such comparisons are gratifying to us—but don't they set you to wondering?

Must be quite the same conditions in the selling of overcoats, though our friend did not look into that.

Winter-weight Overcoats, all-wool fringes; plaid lining, velvet collar, \$8.50. Overcoats of blue or black Kersey, lined with Italian cloth; velvet collar, \$10.

Others up to the top-notch of elegance.

Spangled Robes

The fairest flower must be pulled at its bloom, and the richer things for personal wear must be quickly put into service.

We shall sell this group of new and very beautiful Spangled Robes at just half price, for no other reason—six—

Black and steel spangled Robe, with waist and sleeves, \$45 from \$90.
Another, all black, at \$37.50 from \$75.
Black spangled Tunic with waist, \$16 from \$32.
Black spangled Robe with red embroidered, with waist and sleeves, \$25 from \$50.
Black spangled Robe, overskirt effect, with waist and sleeves, \$25 from \$50.
White-and-silver spangled Robe, embroidered bow knots; with bodice, \$25 from \$50.
Broadway and Tenth street.

Lace Berthas

Courtly beauty—we fixed some up after the style of old pictures, and it seems almost as though the figures had stepped from the canvas. They are very proper just now. \$3 to \$85.

One style at \$9.75 is of Point Bruges lace; same dimensions. Five inches wide. This is of same lace, wider—\$11.25, and so it goes.

The finest are of Point lace.

Broadway and Tenth street.

What is good jewelry?

Jewelry Not alone real emeralds and first water diamonds. Look at the Paris trinkets made up with mock gems. Then there is a pretty group of rather inexpensive gold jewelry—14k. Some of it seems to be made just for Horse Show wear—

Hat Pins (horse shoe and whip, coaching horn, bits or crops), \$2.50 to \$7. Some for garters, as well.
Brooches, along the same lines, \$3.75 to \$8.
And Scarf Pins, \$2.50 to \$5.50.
Horse-shoe Scarf Pins—with pearls, \$3 to \$14; with diamonds, \$15.50 to \$35.
And Diamond Brooches, horse-shoe shape, \$75, \$125 and \$225.

Broadway and Tenth street.

Thirty-six Hundred Hair Brushes

at fourth or third their worth

The most important hair-brush maker in America has his factory within Greater New York. He has won his position through knowing the business thoroughly and being seemingly over-careful about his product.

Flaws that you or we cannot notice at first glance are enough to class a brush as "second quality" with him—and no "second" can be sold under his name.

A twelve-month ago we took his "seconds" and broken lots, and you came for them in a jiffy. Now, this year's lots—more brushes, and a greater proportion of fine ones. All have solid backs, and pure, fine bristles. The woods are ebony, fox, satin and cerile. There are

usual-handled brushes and military brushes

in all the popular and some of the extreme sizes. Perfect, the brushes run in value to \$2 and \$2.50 a piece—and not one has serious hurt. All are marked

fifty cents a piece

and we have prepared large selling space on the Fifth Floor. It is a chance to lay in a two-year supply.

The following goods are also on Fifth Floor.

Popular Dress Stuffs

Remnants—lots of skirt lengths and pieces for waists. All of the best liked fabrics, just the sort you'd be most likely to select from original pieces. But these are much lower in price. The major part of the goods is reduced to half price—some are only one-fourth their original markings; still others are third, and a few two-thirds. In the offering are: Frunellas, whipcords, paquin serges, poplins, granites, chevrons, diagonals, homespun, covert cloths, serges and mixed linings.

Some of the 25c Camel-hair Hosiery—none all wool but made to look like it—are still here. In Oxford, blue and brown mixes. Likewise the 31c Striped and Checked Suitings that are worth 50c—copies from English designs.

Women's Stockings

For women, fast black, medium-weight cotton stockings, 3 pairs for 50c—they're worth 25c a pair; sizes 8 to 9½.
For children. Fast black, narrow ribbed cotton; extra strong knees, heels and toes; 3 pairs for 25c—good value at 12½c a pair.

Three Towel Bargains

Turkish Bath Towels, cotton, snow-white, 22x51 in., at 10c—which is about half the usual price.
Honeycomb Towels, linen; cream color; hemmed; 19x37 in.; 8c; regularly 15c.
Bleached Huckaback Towels, hemmed; linen; of course; 19x38 in.; 1c; red or blue borders; 12½c instead of 20c.
Such linen values don't come often.

Veilings

The new velvet dotted sorts—stylish, effective. 2700 yards offered to-day at 18c a yard. The regular price for this quality is 35c.

Men's Half Hose

Fast black cotton, fine gauge, 3 pairs for 50c; 25c a pair would be reasonable.

Ruffled Cushions

Fluffy cotton, covered with art-drapery stuffs. The coverings are remnants—that's why these cushions are only 25c.

Shoe News

Half of those Men's Shoes went out on Saturday—\$2.30 for \$3.50 values, you know. You think it strange that men making such good shoes should stamp a lie on them—"hand-sold," when they are not, and should not be? Why don't you think strange of all trade lies, and from them down? Forty stores, maybe, are selling shoes from these very lots as hand-sold, and are getting \$3.50 or thereabouts. These are the styles—

Black box calf—leather lined, double soles.
Black kidskin, leather lined, double soles.
Winter russet, drill or leather lined, double soles.
Black waxed calfskin—stout soles, medium toes.
Patent leather dress shoes, single soles, lace.

1149 pairs of Women's \$3 Black Kidskin Shoes are ready to sell—at \$2 a pair.

And there are some Shoes for Children at 65c, 80c and 95c—whose prices are a third under their value.

Special Selling—Fifth Floor.

Silk Waists

In various pretty colors; all new styles—some unusually attractive. Corded and plaited in many catchy ways. Very good quality and style at \$5. Some at \$6 and at \$7.50 and in like advances up to \$18.50.

Second floor, Broadway.

Walking Sticks

For the Horse Show, especially. Made for us exclusively and from our own designs. The sticks are of English furze; mounted with sterling silver horse shoes, nails, clover-leaves, and so on. Stylish and quite out of the ordinary. Choice \$2.50.

Broadway.

JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, 4th Ave., 9th and 10th Sts.

BROADWAY & 11TH ST.

OPERA CLOAKS.

French Cloth, cream, old rose, grey, automobile, cardinal, pink, pale blue, and mastic, lined with quilted, white or colored silk, with high collar, and plain or draped cape, edged with thibet fur.

Medium, three-quarter and full length, \$22.50 to \$38.00.

JAMES McCREERY & CO., Broadway and 11th St.

FLINT'S FINE FURNITURE

BITS OF ORIENTALISM.

The whirligig of fashion is bringing it more than ever into favor. Besides matchless rugs from the lands of Mohammed, in bedroom furniture—inlaid with imported Japanese decorations in woods of various colors very new and very decorative. Chairs and plant stands—picturesque things on which a Burmese wood-carver himself has carved leaf and flower, grotesque spirits and ovals. Little tables of octagonal Turkish shape, with wood inlay—for the tea things, and a dozen other uses that you will discover. If you care to feel proud of your furniture, always

"BUY OF THE MAKER"

GEO. C. FLINT & CO.

434 and 47 West 23rd St.

NEAR BROADWAY.

FACTORY: 254 and 156 West 19th Street.

Excursions.

Mexico and California.

Special trains, consisting of sleeping, dining, library and observation cars (the latter having open glass ends and attached to rear of train), will leave New York and the Eastern cities in January, February and March for Mexico, or Mexico and California combined. They offer unequalled facilities for visiting Mexico comfortably, making it possible to include many places of historic and picturesque interest that would otherwise be inaccessible on account of lack of suitable hotel accommodations. Arrangements under supervision of experienced and competent representatives and interpreters. Stop-over privileges. Tours to Paris Exposition, Florida, Jamaica, Nassau, Porto Rico, Hawaii, Japan, Europe, etc. Individual railroad and steamship tickets to all points. Foreign Exchange. Circulars on application. State information desired.

But maybe the fur hats are most charming of all—exceedingly handsome, be sure of that.

Second floor, Broadway and Tenth.

Trimmed Hats

The chrysanthemum grower is delighted if he can prolong his crop—hence blooms coming on day after day. That is the way the millinery blooms continue here—and the newly opened beauties are, if anything, prettier of all.

Flower Toggles—this one a bed of pink roses; this, of violets. Both styles have a filmy foundation of maline net.

There are picture hats—and the name was never more descriptive, for these are in pastel colorings.

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Second floor, Broadway and Tenth.

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Amusements.

BROADWAY THEATRE, 41st St. & B'way.

LAST 2 WEEKS.

JULIA ARTHUR

IN MORE THAN QUEEN.

Matinee Saturday at 2.

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